

Connecting People with Opportunities

Annual Report for 2022

"...my position was eliminated in the restructure... through the Nebraska Department of Labor and Heartland Workforce Solutions, I was eligible to apply for the WIOA program with the National Able Network. This afforded me the opportunity to go back to school and get my degree. After graduation I was hired on full time as the director of life enrichment. I appreciate the opportunity I've been given to work and earn my college degree and change the course of my career...and life."



HEARTLAND
WORKFORCE
SOLUTIONS

A proud partner of the **americanjobcenter** network

Greater Omaha Workforce Development Board serving
people in Douglas, Washington, and Sarpy Counties

Workforce Innovation and Opportunity
Act Programs for Program Year 2021

www.hws-ne.org | 402-444-4700
5752 Ames Ave., Omaha 68104



City of Omaha
Jean Stothert, Mayor

Office of the Mayor
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Omaha, Nebraska 68183-0300
(402) 444-5000
FAX: (402) 444-6059

Now more than ever, effective workforce development strategy is needed in growing communities like ours.

I am very proud of the work of our Local Workforce Investment Board, and the many partners at the Heartland Workforce Solutions American Job Center. Serving Douglas, Sarpy, and Washington Counties, the impact on local and regional economic development, infrastructure, and high-demand industries is invaluable to sustaining Omaha's incredibly bright future.

As you review the past year's accomplishments, resulting from our collective efforts to connect people to opportunities, you will see the strong focus on serving our business customers, as well as meeting the needs of our career-seeker customers. Our workforce system continually examines innovative methods to offer upskilling and certification attainment, registered apprenticeship development, youth and young adult programs, and resources to advance technology proficiency.

Looking toward the exciting opportunities coming this year, we anticipate a successful opening of the new South Omaha affiliate location. The development of this modern and accessible facility has been designed to expand the capacity to meet the needs of our community. Thank you to all of our industry leaders, board leaders, workforce partners and volunteers for your contribution to extending our impact.

Sincerely,

Jean Stothert, Mayor
City of Omaha



Heartland Workforce Solutions provides the local community with a one-stop option for all things employment. As the Board Chair I have seen the commitment from all our Partners both Business and Nonprofit to assist job seekers in not only finding a job but a career.

SARA HANSEN | REGIONAL WORKFORCE DEVELOPMENT MANAGER
TURNER CONSTRUCTION COMPANY | SARPY DATA CENTER
BOARD CHAIR | HEARTLAND WORKFORCE SOLUTIONS

MISSION

To promote and develop a workforce system that is responsive to the needs of business and career seekers resulting in economic prosperity.

Board of Directors



Aaron Bowen
Eastern Nebraska
Community Action



Jerry Dempsey
Bellevue University



Mike Bunach
National Electrical
Contractors Association



Patricia Kearns
QLI



Armando Salgado
LinGOdocs Marketing



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Specialists



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Turner



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Central Confinement Service



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North End Teleservices



Shayla Pierce
Charles Drew Health Center



Christopher Rodgers
Douglas County



Keith Station
City of Omaha



Sheila Bacon
NE Department of Health
and Human Services



Dan Huse
International Brotherhood
of Electrical Workers



Kurt Meisinger
Frankel Zacharia



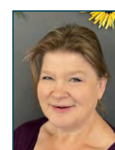
Steve Dethlefs
Washington County
Supervisor for District 1



Eric Stueckrath
Outlook Nebraska



Laurel Oetken
Greater Omaha Chamber



Tammy Green
Metropolitan Community
College



Gary Mixan
Sarpy County



Lindsay Borgeson
Core Bank



Tim Jefferson
NE Department of Labor



Jared Hager
Lozier



Liz Cook
FNBO



No picture/logo but serving on the board is:

Deb Dixon
Nebraska VR

Nancy Flearl
Nebraska Commission for the
Blind and Visually Impaired

John Fonda
John Day
Company

Hank Robinson
Metropolitan Community College

HWS Strategic Goals

Employer Engagement

Improve employer engagement

Measures:

- Clarify two career pathways
- Act on employer feedback
- Define process for workforce system responsiveness to employers
- Workforce program evaluation

One-Stop System Optimization

Create and sustain joint training efforts and more effective referral pathways

Measures:

- Workforce program evaluation
- The One-Stop Operator leads an efficient referral process informed by partners
- Partner survey
- Customer survey
- Partner trainings completed

Utilizing Workforce Programs

Connect more businesses to career seekers through enhanced collaboration and program/service promotion

Measures:

- Data dashboard
- Business connector and sector strategies
- Better Business Workshops (include certification)
- Increase use of virtual methods

Data and Accountability

Utilize available economic data and performance measurements to improve the system

Measures:

- Labor Market Information
- Data dashboard
- Partner performance

Career Pathways

System Alignment



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Serving Washington,
Douglas and
Sarpy Counties

348 Businesses

8929 Unique Career Seekers

19,552 Total Career Seeker Visits

Career Seeker Visit Reasons 2022

Visit Reason	Percent
I am here to see a specific staff member	0.10%
CRED	0.04%
Event Attendance	0.92%
Workshop	0.61%
Initial Visit	1.92%
Use of Resource Room Computers	50.19%
Initial Unemployment Insurance Claim	6.71%
Weekly Unemployment Insurance Claim	30.59%
NERes Reemployment Meeting	1.57%
WIOA - Youth	0.64%
WIOA - Adult/DLW	2.85%
Veteran Services	0.32%
Trade Program	0.05%
Vocational Rehabilitation Consultation	0.01%
National Able - SCSEP	2.00%
Metropolitan Community College (MCC) Visit	0.21%
National Career Readiness Center (ACT-NCRC) Visit	0.04%
Department of Health and Human Services (DHHS) Visit	1.23%

"I eventually came to Heartland Workforce Solutions to seek new opportunities. Heartland Workforce Solutions helped me sharpen and develop my computer skills since leaving a corporate setting. Thanks to Heartland Workforce Solutions, I was able to not only up skill but also connect to meaningful employment. They made me realize that there is life after losing a job."



Services for Career Seekers

Basic Services

- Resource Center
- Hiring Events
- Job Searching
- Resume Assistance
- Career Connections
- Referrals
- Labor Market Information
- Digital Literacy Skills
- Skills Assessments
- NWorks Assistance
- Workshops (financial literacy, wage negotiation, job search, and more)
- Community Referrals

Individualized Services Programs

- Career Coaching
- Connections to Eligible Training Providers
- Apprenticeship
- On-the-Job Training
- Vocational Training
- Adult Education
- Job Readiness Training
- Digital Literacy Skills
- Financial Literacy
- Work Based Learning
- Certifications
- College/Higher Education
- Community Referrals

Services for Business:

- Posting Job Openings/NWorks Assistance – Nebraska’s free labor exchange
- Better Business Workshops (monthly business workshop series)
- Connection to community colleges, customized training programs, or to other educational institutions
- Employer Spotlight (hiring event featuring one business)
- Expanding workforce or relocating to the Omaha metro area
- Tax Incentives (WOTC, Federal Fidelity Bonds for hiring justice-involved individuals)
- Connections to certain underrepresented groups of candidates (veterans, justice involved, those with disabilities, older workers, young adults, women)
- Hiring Event Information (multi-employer and single employer career fairs)
- Labor Market Information, data, and statistics about an industry
- On-the-Job Training Programs (provides partial wage reimbursements for a limited amount of time to employ job seekers that may be experiencing barriers to employment)
- Training programs for existing employees
- Veterans Services - Information about Hiring Veterans
- Work Ready Communities by ACT initiative

AJC Task Forces:

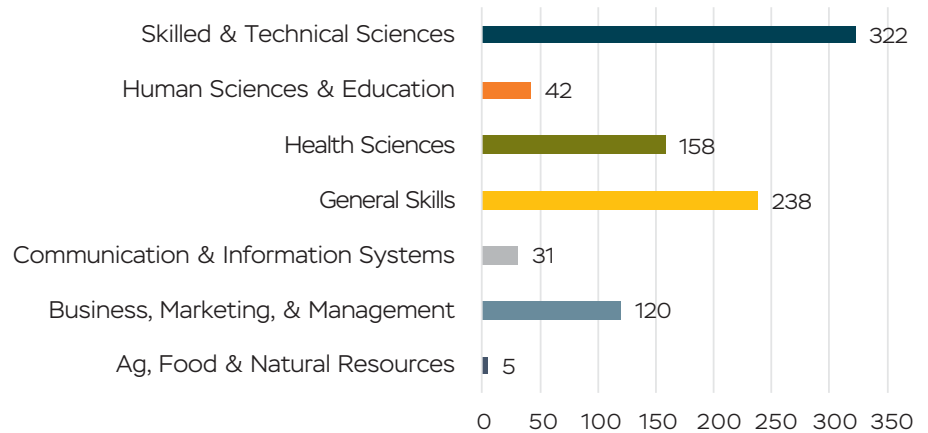
- Veteran Task Force
- Reentry Task Force
- Disability Employment Task Force
- Omaha Refugee Task Force/ Employment Committee

Workforce System Snapshot

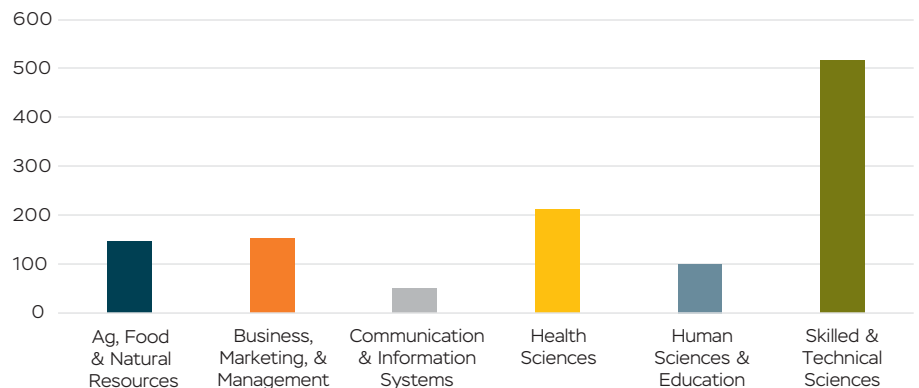
Heartland Workforce Solutions (HWS) along with workforce partners collaborate together to tell the story of Omaha's local workforce system. Quarterly, partners utilize the interactive snapshot tool to enter data about their workforce program participants and analyze trends. With this data, partners are now focusing on how they can collectively make an impact on career pathways. For more information go to www.hws-ne.org on the bottom of the Partners page.

"A young adult enrolled in WIOA for the 2022 summer work experience program as a company's media photographer & videographer. After the summer program was completed, he continued through the end of the year in his work experience while taking college classes in videography, photography, and graphics. In November 2022, he was hired on by a Digital Studio in the area. He has also started his own LLC to build his portfolio and attract new customers in the community."

Credentials Earned in 2022



Employment by Industry 2022

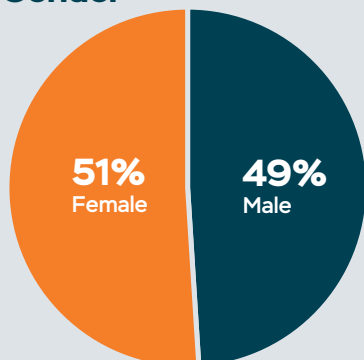


	Jan-Mar	Apr-June	July-Sept	Oct-Dec	Total for 2022
# Career Seekers	3,576	3,226	3,253	3,701	13,756
Average Wage	\$17.30	\$16.87	\$17.67	\$17.30	

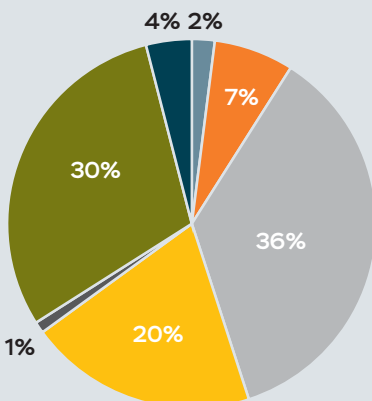
Thank you to Category One Consultants who developed the workforce system snapshot tool informed by partner who also contribute impact data. *Snapshot Participating Partners: Dynamic Workforce Solutions, ENCAP (Eastern Nebraska Community Action Partnership), Goodwill, CRED (Career Readiness to Eliminate Disparities), Metropolitan Community College (MCC), National Able One Stop, National Able Adult/Dislocated Worker, Nebraska Commission for the Blind and Visually Impaired (NCBVI), DHHS SNAP Employment & Training (SNAP E&T), DHHS TANF Employment, Omaha Housing Authority (OHA), Ponca Tribe, Proteus, Vocational Rehabilitation (VR), Job Corps

Inclusion

Gender ^{1, 2, 3}



Race ^{1, 2}



- American Indian/Alaskan Native
- Asian
- Black/African American
- Hispanic/Latino
- Native Hawaiian/Pacific Islander
- White
- More than 1 Race

GREATER OMAHA WORKFORCE DEVELOPMENT AREA Adjusted Levels of Performance

Q2 EMPLOYMENT RATE INDIVIDUAL LOCAL-AREA SINGLE INDICATOR SCORE ⁴

88% Adult

62% Dislocated Worker

105.7% Youth

MEDIAN EARNINGS INDIVIDUAL LOCAL-AREA SINGLE INDICATOR SCORE ⁴

109.1% Adult

102.3% Dislocated Worker

88% Youth

OVERALL LOCAL-AREA SINGLE INDICATOR SCORES ⁴

85.3%
Employment Rate,
2nd Qtr After Exit

99.8%
Median Earnings,
2nd Qtr After Exit

¹ NEworks. (2022). EEO by Program Participants- Adult and Dislocated Worker (7/1/2021 - 6/30/2022). Nebraska Department of Labor. <http://neworks.nebraska.gov>

² NEworks. (2022). EEO Report- WIOA Youth Program Detail (7/1/2021 - 6/30/2022). Nebraska Department of Labor. <http://neworks.nebraska.gov>

³ NEworks does not include/report trans-inclusive gender identity choices.

⁴ ETA Form 9173. (2022). PY21 Adjusted_WIOA_Performance/GO. Nebraska Department of Labor. <https://dol.nebraska.gov>

Career Readiness To Eliminate Disparities (CRED)

A total of 231 applicants received CRED funding to connect with employment. The top requests were for health care, construction, and IT related occupations in addition to support services. Ten applications received DACA renewal assistance.

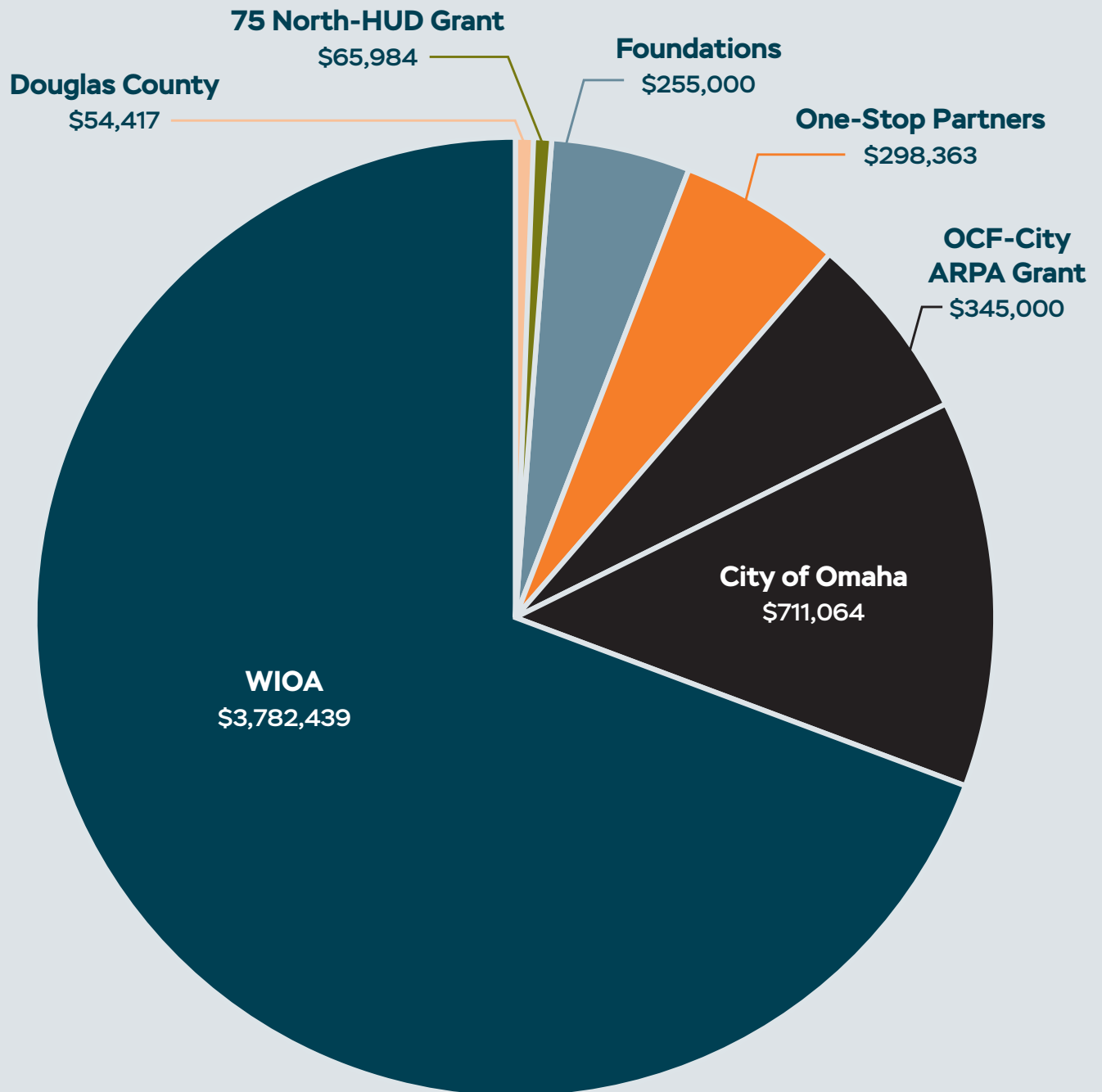
Douglas County became certified an ACT Work Ready Community in March 2019 - the first in Nebraska. The ACT National Career Readiness Certificate (ACT NCRC) is central to Work Ready Communities as a measure of a well-rounded community. ACT NCRC is an assessment-based credential powered by ACT WorkKeys. Issued at four levels (Platinum, Gold, Silver, and Bronze), the ACT NCRC measures and certifies the essential work skills needed for success in jobs across industries and occupations. The ACT NCRC is widely used by employers, educators, workforce developers, and others with a stake in the success of the economy. It is an economic development tool when considering site selection. Locally, over 898 people completed this assessment in 2022.



"The partnership with the CRED Program enabled us to offer industry recognized certificates to our participants, crucial for job retention, advancement and skill development. We ensure participants obtain their OSHA 10 certification, funded through CRED at no cost resulting in many success stories. We are grateful for the support of Heartland Workforce Solutions and the CRED Program."

– Project Reset

Finance



Thank you to our Local Foundations!

The Sherwood Foundation

Peter Kiewit Foundation

Lozier Foundation

“After working with her Support Services Specialist, a participant reported that they got a pay raise from their current employer and another job offer which would provide a significant pay raise. The participant accepted the job offer and is now working in two positions and earning enough to start paying down their car loan debt. They are budgeting to ensure they can manage all household expenses with their new income.”

- Proteus

“TS excelled in high school and started college at UNO but didn't finish before entering the workforce. TS was recently laid off from a good position due to restructuring. She entered Project OCTEIN optimistic about her future in information technology (IT). Even before finishing the class she entered full time employment at Metropolitan Community College Metropolitan Community College.”

- Metropolitan Community College

“After years of facing adversity and trying to find what to do, Vaughn found a way to turn his life around through the WIOA program. He came to the program in August of 2022 wanting to be a CDL truck driver. Through all of the barriers, Vaughn found a way to attend training every day and obtain his CDL license. Vaughn did not always believe in his ability to be successful, but he obtained employment with a company and is now earning high wages in an in-demand career.”

- National Able: WIOA Adult & Dislocated Worker



HWS, Seventy-Five North, & National Able toured the Goodwill training center.

UPS at the Employer Spotlight Event.



Representatives from the Sarpy County Department of Corrections with David Vaughn representing Dynamic Workforce Solutions at the Nontraditional Job Fair.

Coming soon!

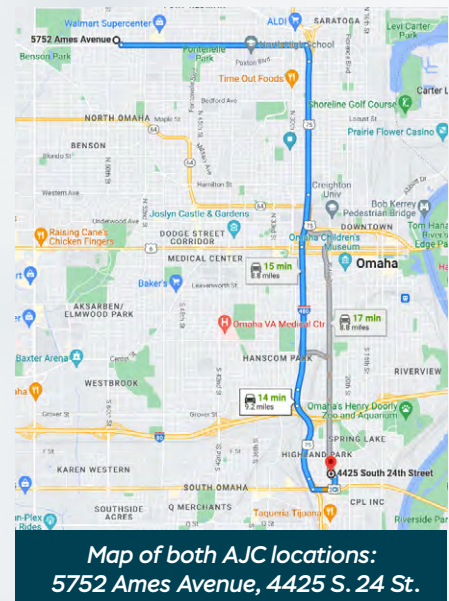


Recent condition of the building at 4425 S. 24th Street



Future of the building at 4425 S. 24th Street

Heartland Workforce Solutions was awarded funds from the Omaha American Rescue Plan Act (ARPA) Community Grant Program to provide workforce development service to people in the South Omaha area. The expansion to South Omaha was inspired by Mayor Stothert for residents and businesses disproportionately impacted by the pandemic. The affiliate American Job Center will be a hub of colocated workforce development partners serving employers with hiring/retention and connecting career seekers with opportunities. Healthcare and Construction are sector priorities informed by local Labor Market Information. The community can expect service that is culturally and linguistically responsive and well-connected with neighborhood partners. Employers and workforce organizations will efficiently connect people with training and good careers. Complimentary community space is available for training, career fairs, employers and community meetings. The new location at 4425 S. 24 Street is scheduled to open in September 2023.



Heartland Workforce Solutions American Job Center Memorandum of Understanding and colocated partners

AmericaWorks

Career Readiness to Eliminate Disparities Grant

Department of Education

Department of Health and Human Services

Dynamic Workforce Solutions- WIOA Youth

Eastern Nebraska Community Action Partnership

Equus Workforce Solutions - TANF

Goodwill - Youth Build

Job Corps

Metropolitan Community College

National Able Network - Senior Community Service Employment Program

National Able Network - WIOA Adult/Dislocated Worker

Nebraska Commission for the Blind and Visually Impaired

Nebraska Department of Labor

Nebraska Vocational Rehabilitation

Omaha Housing Authority

Operation Hope

Ponca Tribe of Nebraska

Proteus

RISE

Heartland Workforce Solutions Team



Pictured left to right include: Jennifer Rodriguez – South Omaha Affiliate Site Coordinator, Donna Knerr – Manager of Operations, Nicole Lewis – Employment and Career Readiness Coordinator with 75 North, Derek Comba – Career Readiness Coordinator, Erin Porterfield – Executive Director, Stan Odenthal – Director of Business Relations, Stefanie Torres Chan – Manager of Solutions Integration, Katherine Connelly – Accounting Assistant, Jasmin Cabrera – Business Services Coordinator, & Michael Phillips – Manager of Finance



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